

One of the Monday Wonder Sales

February is the time when the jobbers and wholesalers are through laying in their supplies. It is the time when we make our rounds through the mills and mill agents. Some years goods are scarce from many various causes and often oversold; often the prices go up instead of down.

BUT HERE IS A DOWN STORY

We had the chance and waded in heavily. Monday will see a sale of all new, this season's merchandise at prices we've not often had a chance to put on record. When you see them you will know something has happened. We sized up conditions and were quick to take advantage.

THE COHEN CO. This sale applies to Silks, Cottons, Woolens, White Goods, Linens and many lots of made garments. All goods on sale will be continued at the prices marked until sold.

The Government Duty on WOOLENS Reduced to Less Than One-Half

And Cohen's Store is up to the minute in presenting the lower prices.

We knew the new prices would sell quantities of Woolen Dress Goods, and have laid in the most wonderful supply. The finest imported grades, as well as American. Here are a few sample prices:

50c STORM SERGE, 36-inch; made of hard-twisted WOOL yarn; navy, light navy, brown and black. **28c**

\$1.00 Crinkle Crepe, 40-inch; all wool, with a prominent wavy weave, the season's newest fabric; all new street shades; yard **65c**

Silk and Wool Poplin, 40-inch; a perfect cloth, both in weave and weight, beautiful range of 20 street shades; yd. **\$1.00**

\$1.25 ENGLISH COATING SERGE, 50-inch, heavy twill; navy and black **85c**

Cohen's Main Floor.

White Goods Wonder Sale

The variety of style and superior quality take in our this season's new fabrics. Monday prices will differ from any we have ever been able to make. This coming week's sale has been prepared for more than two months.

A piece of 12 yards Longcloth, the "REGAL" make, the same that always has been and always is \$1.00; you can buy Monday for, a piece **68c**

50c Novelty Stripe Crepes, 36-inch; a combination of the box crepe, with a prominent rich stripe; yard **38c**

15c Shirting Madras, 36-inch, large range of stripes and small neat set patterns; these come in half lengths. Why? The price, yard **10c**

12 1/2c MERCERIZED SATIN 38, large range of patterns; yard **7 1/2c**

Cohen's Main Floor.

The New Cotton Fabrics

On the main floor will be a revelation in the department. No such beautiful goods have ever been offered at the present prices for the coming week. You will wonder how the sale was made.

10c Plisse Figured Crepes, one case to be sold at a Monday special; white ground, neat printings **12 1/2c**

10c Percelle, 36-inch; both stripe and neat figures, yard **7 1/2c**

Hygrade Galatea, 28 inches wide; we have a complete stock of all their newest work, with plain colors to match **15c**



Free—A New Ladies' Home Journal Pattern

During the Week of Feb. 23 to Feb. 28, 1914 we will celebrate

Home Pattern Week

and will give you without charge any one of the patterns illustrated above in your size. There is a simplicity and exactness about these patterns that wins a woman every time. They save material and they produce a dress that is distinctive. The woman who uses one of the new Ladies' Home Journal Patterns keeps on using them. That is why we can afford to give you one free. Select the style you prefer from those shown above.

Get it at our Pattern Counter any day from Feb. 23 to Feb. 28, 1914.

COHEN'S FOR EMBROIDERIES

Hundreds of pieces of embroidery at prices that have no competition anywhere, and the embroideries on sale here are all of the superior make and lasting. You may start at 5c yard Monday and go up to Ploungings for 48c yard, and the value is marvelous.

45c Baby Ploungings, 27 in. **29c**
wide, on sale for **12 1/2c**
We say 48c for Ploungings that really cost not less than \$1.00.

Monday the Bargain Basement Commences Its Mill-End Sale

It's the Basement event of the season, because it comprises in its variety merchandise at ABOUT ONE-HALF PRICE from every mill in their various classes and of every make. These mills hold their goods until we are ready to take them off their hands at our contract price, which is in the neighborhood of about one-half their ordinary cost. The goods will be found to be of the best make, and in grades along up into the finer qualities. Each purchase is sold with our guarantee, no matter how low the price may be.

15c Dress Gingham, select patterns, 22 inches wide, yard	9 1/2c	10c and 12 1/2c Bleached Cambric and Domestic, yard wide, at yard	5c	12 1/2c Percales, neat patterns, yard wide, yard	8 3/4c	8c Apron Gingham, fast colors, yard	5c	10c Silk Finish Madras, for waists and shirts, 32 inches wide, yard	12 1/2c
10c Blue Chambray, fine quality, yard	5 3/4c	12 1/2c Printed Crepes, in small jolly patterns yard	7 1/2c	Androsacoggin Bleached Domestic, yard wide, at yard	8 3/4c	10c Shirting Gingham, 6 7/8c heavy grade, yard	6 7/8c	30c and 25c Plain and Fancy Rattens, some exceptionally fine qualities in the lot, double width, yard	14c

Greatest Sale of Bedding Ever Created By Us

Where there are slight mill imperfections the price cards will state it. Any goods disappointing can be exchanged or money refunded. Read some of the story, there are plenty of others on sale.

50c Extra Heavy Bleached Sheet, size 72x90, each	29c	75c Bleached Sheet, size 81x90; free from dressing at each	50c	90c Sheets; extra fine grade; well made; size 90x90, at each	69c	10c Bleached Pillow Cases, at	5 1/2c
12 1/2c Bleached Pillow Cases, size 42x36, each	8 1/2c	15c Bleached Pillow Cases, extra fine quality, each	14c	\$1.00 Dimity Spreads, single bed size, each	57c	\$1.50 Dimity Spreads, double bed size, each	\$1.00
\$1.00 Crochet Spreads, double bed size, each	85c	85c Heavy Fleece Blanket, with pink or blue border, at pair	59c	Crib Blankets, in white and gray, each	10c	\$5.00 All-Wool Plaid Blankets, pair	\$3.98
\$1.25 Comforter double bed sizes, with pretty coverings	86c						

These White Goods On Sale in the Basement

are the identical double priced ones of any store you may visit.

12 1/2c Pajama Checks, yard wide; fine quality, at yard	5 3/4c	Table of White—Fancy and Plain Crepes, Voiles, Piques and Madras; worth up to 35c, choice, yard	8c	16 2-8 English Long Cloth, yard wide, finest quality, at yard	10 3/4c	25c Mummy Crepe, 32 inches wide; lengths up to 10 yards, at yard	10 3/4c	90c English Long Cloth; good quality; 10-yard pieces, for only	58c
50c House Dresses, made of Percale, neat patterns, at each	48c	\$1.00 Long Kimonos, made of Challie, trimmed with satin ribbon, each	68c	\$1.25 Long Kimonos, made of crepe, in beautiful patterns, trimmed in satin, each	98c	35c Cornet Covers, with lace and embroidery yokes, at each	19c	75c Muslin Skirt, with deep embroidery bounce, beaded with pink or blue ribbon, choice	45c



Classes In Art Needlework

Will Open on Tuesday. Women who are interested in new stitches and new Art Work should be here. LESSONS ARE FREE. The lady in charge having just returned from New York, brings with her many foreign ideas that are now "a stitch in time"—we mean by this, you should learn a stitch in time. You are invited.

Cohen's Second Floor.

Women's Spring Apparel

Have you visited the enlarged and improved garment store at Cohen's? With over three times the space than a year ago, and in which there is every modern convenience for properly selecting and fitting on garments, all is in readiness to serve you. There are also more than three times as many styles to choose from, and they come from the famous European and American designers, each expressive of individuality to meet the needs of every woman, whether she desires the elaborate or the more conservative.

Tailored beauty in the season's cleverest fabrics—silk poplins, crepe poplins, gabardine, mannish serge, silk moire. Styles that are faithfully reproduced from exclusive imported models and that are sold in exclusive shops at double these prices. It is just such styles and price-modesty that has made Cohen's inimitable.

Advance Style Suits, \$50 to \$85

These Suits will delight the most critical who are in the habit of scouring metropolitan marts for exclusive ready-to-wear—silk poplins, moires, serge and moire combinations and taffeta. All are exclusive styles, reproduced from imported models, and there are no two alike. \$50 to \$85.

Most Stylish Suits Only \$20

Shepherd checks, wool crepe, poplins and serges, and there is a distinctive model to meet every wish. Coats are daintily trimmed with lace and ruffled trimmings; skirts are prettily draped; all are wonderful values at \$20.00.

Suits with a Swing of Smartness

The jauntiest of short cutaway and half Eton effect coats, tunic and ruffle skirts, of up-to-the-minute materials, in the new blues, greens, wisteria, terra cotta, tans and browns, strikingly handsome models that we can unhesitatingly recommend. Priced \$27.50 to \$40.00.

Pretty Taffeta Dresses, \$17.50

Delightfully Stylish Taffeta Dresses, with lace-trimmed blouses and ruffled skirts; one of the very latest spring styles; in navy, black, purple, Copenhagen or green. Exceedingly attractive Dresses for \$17.50.

Charming Dresses, \$27.50 to \$50.00

Pussy Willow, Taffeta, Crepe de Chine, Flowered Crepe and Chiffon Taffeta, in all of the very newest and most charming styles; direct copies of the most attractive imported models. Rare opportunity to make first selections from \$27.50 to \$50.00.

WOMEN'S SUITS of all-wool serge, jaunty short coats and peg-top skirts, quilted ribbon trimmed, in Copenhagen, navy, tango and leather, for only **\$12.75**

JUNIOR AND MISSES' SUITS, in serge and shepherd checks, kimono sleeves, peg effect skirt, in mahogany, tan and navy; stylish serviceable Suits for only **\$10.00**



If You Have an Idea of the Value of Laces, Come In Monday and See What They Are Selling For

You can buy White or Ecru 18 inches wide new pattern shadow foundings, for **25c**
Shadow Lace, in all-over, white and cream, a full yard wide, for **50c**
A lot of Laces, comprising Shadow, Vals, Cluny and Fillet, in the various wanted widths, to be sold for, choice **10c**
27-in. Shadow Lace Flouncings, for yard **45c**
A lot of Torchon and Fancy Wash Laces, 28c a dozen, or, yard **2 1/2c**
Pure Linen Wash Laces, edge or insertion, for **5c**
2 yards wide Blond Net, instead of 60c, yard **45c**

Linen Table Cloths

In the most beautiful Damask Linen, of pure Irish Linen, made by one of the best makers in Ireland. 22 yards, for **\$1.75**
22 1/2 yards, for **\$2.00**
23 yards, for **\$2.50**
These are way under the usual values.

On special sale also, 2 yards wide German Bleached Heavy All Pure Linen Damask; instead of **75c** **\$1.00**

About 60 dozen Napkins, 22x23, the best price is **\$3.75**, **\$2.50** Monday for dozen

Also a case of Bath Towels, very heavy, size 20x40; to be sold for, each **12 1/2c**

PROPHYLACTIC TOOTH PASTER, TOOTH PASTE AND MOUTH WASH, the regular 25c size; box Mon- **12 1/2c**

Cohen's SILK Store

is widely known for the new-est fabrics and the lowest prices given for the standard best qualities. Monday will give some new prices that will be an exception. The sale of these goods will be continued during the week.

Yard Wide Satin "Regin", in the new Liberty finish; pure silk, black only, instead of 85c, yd. **55c**

40-inch Black Crepe de Chine, the best quality; that \$1.75 has ever bought, for Monday sale will be, yard **\$1.25**

Georgette Crepe, 33 inches wide, in new printed designs, soft finish; various colored grounds, for, **69c** yard

40-inch Imported Chiffon Taffeta, soft Zurich, really worth \$2.50 a yard. We bought them at special prices, and will sell for, **\$1.50** yard

Two styles of Printed Crepes, in the Jacquard designs, beautiful qualities not quite all silk, the cotton being on the inside. We recommend the wear of it. Price should be \$1.50, but we will sell Monday for, yard **58c**

75c Pongee, in all the beautiful shades, the goods that takes the place of Taffeta and are equal not only in wear, but in every appearance. Most attractive assortment, 45 inches, special, yd. **50c**

Crepe de Chine, the highest grade that sells for \$2.00, in black and colors. Special price **\$1.50**

Crepe Meteoers of every shade, including black and white; **\$1.65** Monday special price, yard

Cohen's Main Floor.

"The New Jack Tar" Middies Are Here

Consisting of all the Latest Novelties for the Coming Season.



"Jack Tar" Middies, sailor collars, trimmed with braid and solid bands, laced in front and up each side; others with middy ties to match; also a style with emblem on pocket; sizes 8 to 20 years, **98c**

Cohen's Second Floor.

Read These

These items picked up from various parts of the store, and you don't want to miss one single item.

House Wares

22-INCH DOMES, fitted up for either gas or electricity, solid brass frame, trimmed with long beaded fringe, in green and amber or solid green, complete with chain; we fit them up in your room without any charge, **\$6.50** for (Not over half the value.)

FRUIT BOWLS. Deep, very heavy 8-inch Out Glass FRUIT BOWLS, the most brilliant glass, cut by one of the best glass cutters in America; \$3.65 is the ordinary price. The lot to be sold for **\$1.68** Third Floor.

WRITING PAPER. A lot of Writing Paper, first-class quality; we always sell at 15c; full pound package; to be sold for, lb. **7c**

ENVELOPES, Package **3c** Third Floor.

COUCH COVERS. A lot of Roman Striped Couch Covers, each one of them perfect; to be sold Monday **45c** Third Floor.

SUIT CASES. Full Size Matting Suit Cases bound and capped with metal; the usual \$1.00 Case, Monday **65c** Third Floor.

STAMPED GOWNS. Ready-Made and Stamped Gowns, in the Art Department, best quality nainsook, six different designs; **39c** Monday for **39c** Second Floor.

P. N. CORSETS. Newest spring styles of the P. N. Corset that we get no less than \$1.00 for. About 25 dozen that will be on sale **60c** Monday, each **60c** Second Floor.

WOMEN'S UNDERWEAR. Part Woolen Women's Underwear, non-shrinkable, made the best that the good manufacturer knows how to make them, and the most competing 50c garment made in America. 55 dozen to be sold Monday, each **35c** Second Floor.

WOOL SERGE SKIRTS. The same identical skirt you have been paying \$2.75 for. 225 to be sold Monday **\$1.56** day for **\$1.56**

The sale will be in the basement.

MESSALINE PETTICOATS that you usually pay \$1.98 for, in the various colors, emerald, American Beauty and all of the leading shades, for, **\$1.25** each **\$1.25** Second Floor.

BABY CAPS. Acquaint yourself with the best Baby Lingerie Caps in the city at \$1.00, and see if our 50c ones Monday are not the better of the two. **\$1.00** Second Floor.

UMBRELLAS. Not long ago we bought 8,000 Umbrellas that were the best \$1.75 Silk Umbrella ever seen in Richmond; ladies' and men's size; we are going to **\$1.00** sell these Monday for **\$1.00**

HANDKERCHIEFS. Ladies' Narrow Hemstitched Pure Linen Handkerchiefs, best 10c and 12 1/2c sheer linen, 55c per dozen; each **5c** Main Floor.

MARABOU. The 50c quality, black and natural, to be closed out for, **35c** yard **35c** Main Floor.

WASH SILK. In the most beautiful styles, all colors, narrow and wide stripes; to be sold Monday for, **25c** yard **25c** Main Floor.

McCALLUM SILK HOSE. A lot of McCallum \$1.00 Silk Hose, black and colors; special price Monday, **75c** pair **75c** Main Floor.

10-BUTTON GLOVES. 16-button \$1.00 Mocha Finished Gloves, in white and natural; Monday for, **65c** pair **65c** Main Floor.

SILK FOULARDS. All Pure Silk Foulards, in various colors, 23 inches wide; at the Silk Counter Mon- **25c** day, yard **25c** Main Floor.

MEN'S SHIRTS. The Best \$2.50 Shirt that has been sold anywhere at any time, of imported Russian cord, are being sold here in all sizes and all styles, **\$1.28** for, each **\$1.28** Main Floor.

BOYS' WASH SUITS. up to 5 years; the best 50c ones we or any one else ever had to be sold for 25c Monday in the Boys' Clothing Department in the Basement.

WHITE CREPE CLOTHS, fine and light weights, the best that can be sold at 15c, is in the basement at, yard **8 3/4c**

DIMITY SPREADS. 72x90 Best Quality White Dimity Spreads, the usual \$1.35 Spread; to be sold Mon- **85c** day, each **85c** Basement.

BLANKETS. Large Size Summer Blankets, pink or blue borders, full size double bed; the same that have sold heretofore at **\$1.25** **\$1.75**; each **\$1.25** Basement.

MACHINE NEEDLES for any make machine, needles in a box; Mon- **7c** day **7c** Main Floor.